



**Fw: BOS meeting April 7, 2015 item # 27**  
**Nikki Schmidt** to: Annette Ramirez

04/10/2015 10:37 AM

for posting as correspondence for the 4-21-15 item...

Nikki J. Schmidt  
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Administrative Office Mission Statement: Advise, interpret, and implement the goals and policies of the Board of Supervisors through effective leadership management of County services to achieve the County's vision of a safe, healthy, livable , prosperous and well-governed community.

----- Forwarded by Nikki Schmidt/Admin/COSLO on 04/10/2015 10:37 AM -----

From: "Carolyn @ Chanticleer" <info@chanticleervineyardbb.com>  
To: nschmidt@co.slo.ca.us  
Date: 04/09/2015 06:21 PM  
Subject: BOS meeting April 7, 2015 item # 27  
Sent by: chanticleervineyardbb@gmail.com

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Hi Nikki,

In reviewing all the documents from item 27 on the Agenda of the April 7th, 2015 BOS meeting, I noticed that the letter I delivered to each of the supervisors was not included in the correspondence package. I have attached a copy of both the letter and pie charts to be included with this item.

Thank you for your assistance and please let me know if you have any difficulty with these attachments and need them resent.

Sincerely,

Carolyn Stewart-Snow, Proprietress  
Chanticleer Vineyard Bed & Breakfast

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[info@chanticleervineyardbb.com](mailto:info@chanticleervineyardbb.com)



April 4,2015 BOS letter.doc



piechartsfortmd.TMD2015zip.zip

April 4, 2015

Dear Supervisors,

[I thought I had sent this out Thursday April 2nd before the pie charts email but realized today this may not have been sent. I had to reduce the photo pixel size which took me some time I so sent them separately. I apologize if this is a duplication. Thank you for your time, Carolyn Stewart-Snow]

First, thank you for your time and the face to face meetings to hear and consider our concerns.

I am writing to again urge you to vote to allow B&B's, Vacation Rentals, and Recreations Vehicle parks to be left out of the Tourism Marketing District proposal. This district is being self promoted by Visit SLO and special interest groups in the county lodging industry. The majority of our segment do not see any added benefit by our mandated inclusion.

Here are some of my concerns:

**1. Notification process.**

As I know others have addressed this topic I will not repeat my specific concerns. But am very willing to discuss them if you wish. Please feel free to contact me.

**2. The San Luis Obispo County's Land Use ordinances views B&B's located on other than Recreation, Office, and Commercial land separately from hotels. In my situation, our residence in our property is primary to being allowed to operate our business. I see a conflict in the application of purely "business district" guidelines on my "property" based business. (See below [CHAPTER 22.30 - STANDARDS FOR SPECIFIC LAND USES](#))**

**CHAPTER 22.30.260 - STANDARDS FOR SPECIFIC LAND USES**

The following standards apply to bed and breakfast facilities located in other than the Recreation, Office and Commercial land use categories. A bed and breakfast in the Recreation, Office and Professional and Commercial categories is instead subject to the provisions of Section 22.30.280 (Hotels and Motels). This Section does not apply to the rental of bedrooms in a residence to the same tenants for longer than seven days, although the County Tax Collector may still require special fees and/or licensing for any residential rental less than 30 days.

**A. Limitations on use.**

**1. A bed and breakfast shall be established only in a single family dwelling** that has been determined by the Review Authority to be of historical or architectural interest...

**B. Limitation on size.** A bed and breakfast shall provide no more than the following number of guest rooms. Except for facilities proposed in compliance with Subsection A.1.a ( "Where the bed and breakfast is located on a site in the Agriculture, Rural Lands and Residential Rural categories with an existing conforming visitor-serving facility (e.g., winery, riding stable, health resort")..., **the rest of the dwelling shall solely be used by the family in permanent residence.** Where a bed and breakfast inn is proposed as provided for in Subsection A.1.a., a family does not need to be in permanent residence within the inn.

**I see a blur in the definition of benefits between our "real property" and our business. I also question the inclusion of Residential and Ag zoned properties in the TMD per Section 36632 of the 1994 Street and Highway Code.**

**Section 36632.**

**(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.**

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

### **3. The need for this TMD has not been demonstrated.**

**(charts sent separately on Thursday April 2nd)**

Attachments below (**Attachments C 1-4**) are the pie charts provided by Visit SLO in an April 2014 presentation to Morro Bay. In this presentation they identify the competition as Monterey, Santa Barbara, Sonoma and Napa. Looking at the available beds, occupancy rates, and TMD revenue they clearly paint the picture of a **lack** of need rather than the **urgent need** for this TMD. These charts show that there are existing effective marketing strategies already operating, without the expense of this TMD. **occupancy rate** - the percentage of all rental units (as in hotel rooms) are occupied or rented at a given time.

I see the advantages for San Luis Obispo County as a whole being branded, but I do not see the need to charge our already acquired guests such a large additional expense for an unnecessary "global" campaign.

### **4. We will gain no more advantage from this TMD than the other county wide restaurants, merchants, and retailers that were not provided the opportunity to participate in the petitioning/protesting of this TMD.**

When I asked Stacie Jacob's from Visit SLO why those in support of this TMD are so insistent that we participate I was given what I interpret as a generic answer. "Everyone benefits from countywide marketing both directly and indirectly."...

This was not a rhetorical question, and I have yet to hear an answer that justifies my mandated participation.

It is hard not to be defensive when there is an attempt being made to force you to participate in something that you do not believe in and see no special benefit.

I think those proposing this assessment are business minded and see including our categories as capturing the whole lodging market. Removing all out layers. Whereas I am looking for the "special benefit" prescribed by the law to be demonstrated.

### **5. I have the current occupancy that I want. Our end goal is not the same as larger businesses.**

This time of year a lot of my time is spent answering and returning calls and emails, checking my availability and seeing that my 3 room B&B is fully booked for the dates of the inquiry. This is time consuming and takes me away from my guests, the chores of my business, and possibly a break. As a partial solution I close some of my paid listing sites to decrease my inquiry volume. I look forward to the slower months to travel, catch up with friends and family and relax. My goal is not 100% occupancy as I expect it would be with a larger operation.

Thank you for your time and continued effort to understand the different objectives within our lodging community.

Sincerely,

Carolyn Stewart-Snow, Proprietress  
Chanticleer Vineyard Bed & Breakfast

[info@chanticleervineyardbb.com](mailto:info@chanticleervineyardbb.com)



## Monterey County Conference and Visitors Bureau (MCCVB)

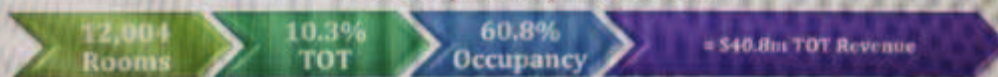
Monterey Funding = \$5.8m



### County TID Revenue



### Monterey County Production

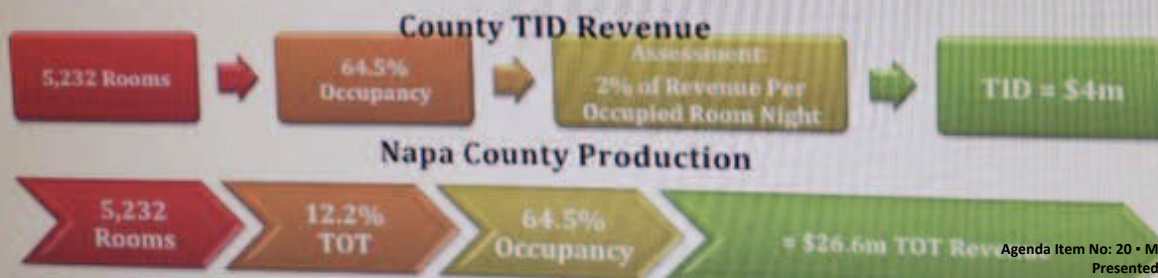


This private, non-profit 501(c)(6) organization maintains a Tourism Improvement District (TID) with fees of \$1 per occupied room night for non-full service hotels and \$2 per occupied room night for full service accommodations. These fees apply to the county and the cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas, San Jose, Seaside, Pebble Beach, Moss Landing, Central Valley, Big Sur and Salinas Valley.

## Napa County - Visit Napa County (VNC)

Napa Funding = \$5.19m

- TID
- County Funding & Membership



This private, non-profit 501(c)(3) organization has instituted a 2% Napa Valley Tourism Improvement District (NVTID) assessment for each occupied room night. These fees apply to the cities of American Canyon, Calistoga, Napa and St. Helena, the Town of Yountville and the County's unincorporated area.

Agenda Item No: 20 • Meeting Date: April 21, 2015

Presented By: Carolyn Stewart-Snow

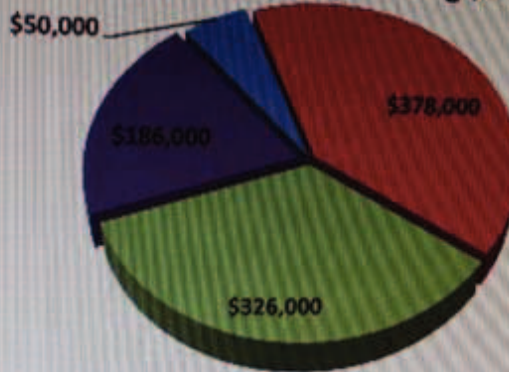
Rec'd prior to the meeting & posted on: April 16, 2015



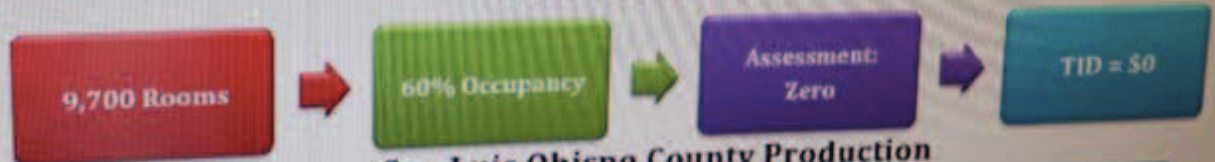
## Visit San Luis Obispo County (Visit SLO County)

San Luis Obispo County Funding \$940,000

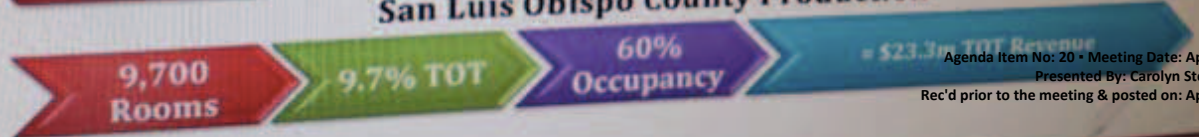
- City BIDs
- SLO County General Funds
- Membership & Digital Marketing Revenues
- Prior Year Carryover



### County TID Revenue



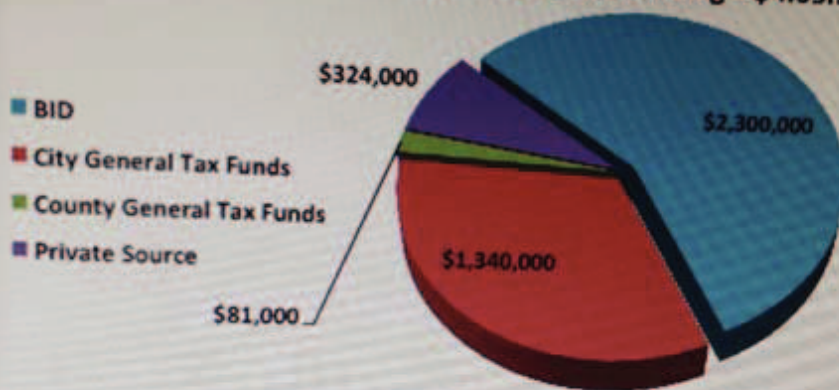
### San Luis Obispo County Production



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## Visit Santa Barbara (VSB)

Santa Barbara Funding = \$4.05m



### County BID Revenue



### Santa Barbara County Production



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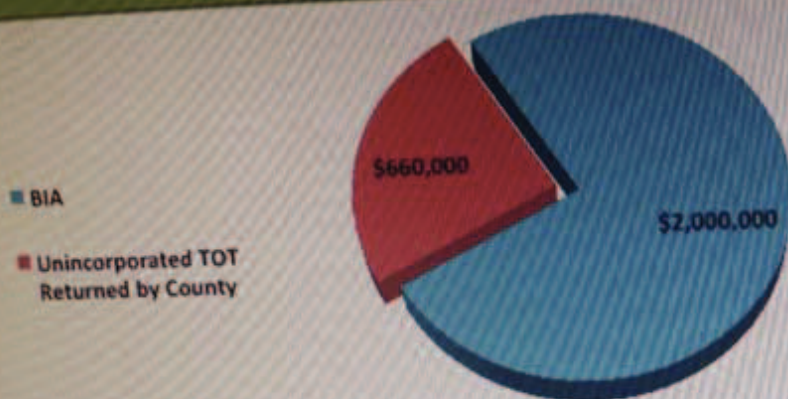
Presented By: Carolyn Stewart-Snow

Rec'd prior to the meeting & posted on: April 16, 2015



## Sonoma County Tourism (SCT)

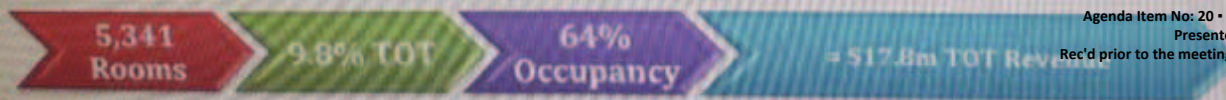
Sonoma Funding = \$2.66m



### County BIA Revenue



### Sonoma County Production



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